Cyclelogistics – moving Europe forward

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Traffic generated in European cities

- Supply traffic
  - Service delivery
  - Local service traffic
  - Business communication traffic
  - Business travel
- Disposal traffic
- Freight traffic
- Commercial traffic
- Total traffic

- Relocation traffic
  - Commuter traffic
  - Shopping traffic
  - School traffic
  - Leisure traffic
Small Business Service
Postal Delivery
Goods Delivery
Private Logistics
Communal Service

## Composition of trips in European Cities

<table>
<thead>
<tr>
<th>Cargo trips</th>
<th>Private trips</th>
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<tbody>
<tr>
<td>15%</td>
<td>85%</td>
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<table>
<thead>
<tr>
<th>Cargo trips</th>
<th>Private motorised trips</th>
<th>Private eco-friendly trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>15%</td>
<td>45%</td>
<td>40%</td>
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</table>

<table>
<thead>
<tr>
<th>Motorised trips</th>
<th>Private eco-friendly trips</th>
</tr>
</thead>
<tbody>
<tr>
<td>60%</td>
<td>40%</td>
</tr>
</tbody>
</table>

Source: Baseline Study www.cyclelogistics.eu
Shift potential of trips

Source: Baseline Study  www.cyclelogistics.eu
Great Shift Potential by trip purpose

Of all trips related to the transport of goods that can be shifted to the bicycle:

Shopping has the highest potential!

- Shopping: 40%
- Work/Education: 12%
- Business: 12%
- Leisure: 17%
- Freight: 19%

Source: Baseline Study www.cyclelogistics.eu
Bike & Buy Campaign in Vienna and Graz

- Campaigns in Vienna and Graz in cooperation with SPAR, City of Vienna and City of Graz
- In 2012 & 2013
- Duration of the campaign at least one months
- Graz 150 participants
- Vienna 161 participants
Why don't people shop by bike?

- No interest: 54% (46%)
- Too tiring/too far: 29% (30%)
- Combined trips: 35% (28%)
- Too dangerous: 17% (32%)
- Shopping amount too much: 12% (10%)
- Satisfied with the car: 4%
- No suitable bicycle: 2% (1%)

Source: FGM & KIU Graz, 2012

n=354
Well beyond expectations!

Expectations were met, Vienna
Evaluation Bike&Buy 2012, n=42

- Feeling of safety: 59% exceeded, 36% met, 5% not met
- Weather conditions: 48% exceeded, 40% met, 12% not met
- Simplicity of use: 40% exceeded, 50% met, 10% not met
- Effort: 52% exceeded, 43% met, 5% not met
- Transport capacity: 67% exceeded, 21% met, 12% not met

Source: FGM & KfU Graz, 2012
What improvements are needed?

Needed improvements for more cycling customers
Bike&Buy, 2012/13

- Better connection to infrastructure: 71% Vienna, 59% Graz
- Better, safer and weather-proof bicycle parking facilities: 64% Vienna, 61% Graz
- More bicycle parking spaces: 33% Vienna, 25% Graz
- Measures and discounts for cyclists: 52% Vienna, 64% Graz
- Rental bikes/others: 2% Vienna, 6% Graz

Multiple answers possible; Graz: n=122; Vienna: n=69
Services for customers

Bicycle baskets or panniers as part of the product range of supermarkets
Bike&Buy 2013, Vienna (n=79)
- No interest: 36%
- Yes: 64%

Bicycle pumps at supermarkets
Bike&Buy 2013, Vienna (n=79)
- No: 26%
- Yes: 74%

Source: www.cyclelogistics.eu

Co-funded by the Intelligent Energy Europe Programme of the European Union
Innovative Logistic Services of Supermarkets

Source: www.cyclelogistics.eu
Word of mouth

9 out of 10 will definitely continue to shop by bike
1 out of 10 possibly

7 out of 10 started to use the bike also for other trips

7 out of 10 talked to friends and family about it

Source: www.cyclelogistics.eu
Potential to shift from car to bike

- 25% of all trips in EU cities
- 42% of all motorised trips in EU cities
- 51% of all motorised trips related to goods transport in EU cities

Source: Baseline Study www.cyclelogistics.eu
Thank you for your attention

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